

BIG DATA ANALYTICS USING AI AND ML

Service Definition
G-Cloud 15

REPLY

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SERVICE DESCRIPTION

The Big Data Analytics using AI and ML service offering by Glue Reply for G-Cloud provides organizations with advanced capabilities to analyse large and complex datasets using artificial intelligence (AI) and machine learning (ML) technologies. Here's an overview of the service:

1. **Advanced Data Processing:** Utilize big data technologies to process large volumes of structured and unstructured data from various sources, including social media, IoT devices, sensors, and transactional systems.
2. **Predictive Analytics:** Leverage machine learning algorithms to predict future trends, outcomes, and behaviours based on historical data patterns. This enables organizations to anticipate customer needs, identify potential risks, and optimize business processes proactively.
3. **Prescriptive Analytics:** Employ AI-driven prescriptive analytics models to provide recommendations and actionable insights to decision-makers. These recommendations help organizations optimize resource allocation, improve operational efficiency, and drive business growth.
4. **Anomaly Detection:** Use AI and ML techniques to detect anomalies and outliers in data, such as fraudulent transactions, cybersecurity threats, or equipment failures. This helps organizations identify and mitigate risks in real-time, enhancing data security and operational resilience.
5. **Natural Language Processing (NLP):** Apply NLP algorithms to analyse and extract insights from textual data, such as customer reviews, emails, and social media posts. This enables organizations to understand customer sentiment, extract valuable information, and automate text-based processes.
6. **Image and Video Analytics:** Utilize computer vision algorithms to analyse images and videos for object detection, facial recognition, and pattern recognition. This enables organizations to extract valuable insights from visual data and automate tasks such as quality control and surveillance.
7. **Personalization and Recommendation Engines:** Implement AI-powered recommendation engines to deliver personalized experiences and recommendations to customers. This enhances customer engagement, increases sales, and improves customer satisfaction and retention.
8. **Optimization and Automation:** Leverage AI and ML algorithms to optimize business processes, resource allocation, and decision-making. This enables organizations to automate repetitive tasks, improve efficiency, and drive cost savings across the enterprise.
9. **Real-Time Insights:** Provide real-time analytics capabilities to enable organizations to monitor and analyse data streams in real-time. This allows for timely decision-making, rapid response to emerging trends, and proactive management of critical events.
10. **Cloud-Based Deployment:** Offer cloud-based deployment options leveraging the scalability, flexibility, and cost-effectiveness of cloud computing. This enables organizations to scale resources as needed and reduce infrastructure costs associated with traditional on-premises solutions.

Features

1. **Predictive Analytics:** Utilize machine learning algorithms to predict future trends, outcomes, and behaviours based on historical data patterns. This feature enables organizations to anticipate market trends, customer preferences, and business opportunities.
2. **Prescriptive Analytics:** Provide actionable insights and recommendations to decision-makers using AI-driven prescriptive analytics models. This feature helps organizations optimize business processes, resource allocation, and strategic decision-making.
3. **Anomaly Detection:** Detect anomalies and outliers in data using AI and ML techniques, such as unsupervised learning and anomaly detection algorithms. This feature helps organizations identify and mitigate risks, fraud, and cybersecurity threats in real-time.
4. **Natural Language Processing (NLP):** Analyse and extract insights from textual data using NLP algorithms. This feature enables organizations to understand customer sentiment, extract key information from text-based sources, and automate text-based processes.



5. **Image and Video Analytics:** Analyse images and videos using computer vision algorithms for object detection, facial recognition, and pattern recognition. This feature enables organizations to extract valuable insights from visual data and automate tasks such as quality control and surveillance.
6. **Personalization and Recommendation Engines:** Implement AI-powered recommendation engines to deliver personalized experiences and recommendations to customers. This feature enhances customer engagement, increases sales, and improves customer satisfaction and retention.
7. **Optimization and Automation:** Optimize business processes, resource allocation, and decision-making using AI and ML algorithms. This feature enables organizations to automate repetitive tasks, improve efficiency, and drive cost savings across the enterprise.
8. **Real-Time Insights:** Provide real-time analytics capabilities to monitor and analyse data streams in real-time. This feature allows organizations to respond quickly to emerging trends, events, and opportunities, enabling proactive decision-making and management.
9. **Scalability and Performance:** Ensure scalability and performance optimization of AI and ML models to handle large volumes of data and user requests. This feature allows organizations to analyse data at scale and derive insights efficiently, even as data volumes grow.
10. **Cloud-Based Deployment:** Offer cloud-based deployment options leveraging the scalability, flexibility, and cost-effectiveness of cloud computing. This feature enables organizations to access AI and ML capabilities on-demand, without the need for extensive infrastructure investments.

Benefits

1. **Enhanced Decision-Making:** By leveraging predictive and prescriptive analytics capabilities, organizations can make informed decisions based on actionable insights derived from their data. This leads to improved strategic planning, resource allocation, and risk management.
2. **Improved Operational Efficiency:** The service enables organizations to optimize business processes, automate repetitive tasks, and streamline operations using AI and ML algorithms. This results in increased efficiency, reduced costs, and improved productivity across the organization.
3. **Increased Competitive Advantage:** By leveraging advanced analytics and machine learning, organizations can gain a deeper understanding of their customers, market trends, and competitive landscape. This enables them to identify new opportunities, innovate faster, and stay ahead of the competition.
4. **Enhanced Customer Experience:** Personalization and recommendation engines empower organizations to deliver tailored experiences and recommendations to customers, leading to higher satisfaction, increased loyalty, and improved retention rates.
5. **Risk Mitigation and Fraud Detection:** Anomaly detection algorithms help organizations identify and mitigate risks, fraud, and cybersecurity threats in real-time. This enhances security, protects sensitive data, and minimizes financial losses.
6. **Real-Time Insights:** The ability to analyse data streams in real-time enables organizations to respond quickly to emerging trends, events, and opportunities. This facilitates proactive decision-making, rapid response to customer needs, and agile business operations.
7. **Scalability and Flexibility:** Cloud-based deployment options offer scalability, flexibility, and cost-effectiveness, allowing organizations to scale resources as needed and adapt to changing business requirements without significant infrastructure investments.
8. **Data-Driven Innovation:** By harnessing the power of big data analytics and AI/ML technologies, organizations can drive innovation, uncover new business opportunities, and develop cutting-edge products and services that meet evolving customer needs.
9. **Regulatory Compliance:** The service helps organizations ensure compliance with data privacy regulations and industry standards by implementing robust data governance and security measures. This protects against regulatory fines, reputational damage, and legal liabilities.
10. **Continuous Improvement:** Regular updates, enhancements, and new feature releases ensure that organizations stay ahead of the curve and continue to derive value from their data analytics.



investments over time. This fosters a culture of continuous improvement and innovation within the organization.



ONBOARDING

New clients are onboarded through a structured process designed for a seamless transition and immediate value realisation from our services. This process ensures that client needs, objectives, and existing infrastructure are thoroughly understood and integrated. Here's a breakdown of our onboarding process:

1. Kick-off Meeting:

- A kick-off meeting is scheduled to understand the client's specific requirements and objectives.
- Key project stakeholders are identified, and essential concepts relevant to system integration are introduced and explained.

2. Collaborative Method Proposal:

- We propose a collaborative method that outlines the joint effort required for successful implementation and operation.
- This proposed method is refined jointly with the client to adapt it to their specific needs and ensure alignment with their operational practices and business objectives.

3. Regular Check-ins:

- Throughout the onboarding process, regular check-ins are scheduled to address concerns, clarify next steps, and ensure alignment with the project roadmap.

4. Tailored Onboarding Plan:

- Working closely with our clients, we craft a tailored onboarding plan that may include formal training, on-the-job training (OJT), computer-based training (CBT), or the identification and selection of client resources for continued operation.

5. Seamless Integration Support:

- Our hands-on approach ensures that clients are fully supported from the outset, setting the stage for a successful partnership and seamless integration experience.

6. Knowledge Transfer and Support Provision:

- In scenarios where we assume responsibility for services from a client or previous contractor, we facilitate efficient and transparent knowledge transfer and assume support provision diligently.
- We are equipped to handle Transfer of Undertakings (Protection of Employment) Regulations (TUPE) transfers to ensure compliance and continuity for all parties involved.

Offboarding

Securing a client's exit or transition to another supplier is approached with careful planning, emphasising smooth and secure service transfer. Our offboarding process ensures that clients experience minimal disruption and maintain control over their data throughout the transition. Here's how we handle offboarding:

1. Exit Planning:

- We initiate the offboarding process with thorough exit planning to understand the client's needs, timelines, and compliance requirements.
- Clear communication channels are established to ensure coordination throughout the transition.

2. Data Integrity and Security:

- Data integrity and security are paramount. We implement protocols for auditing data completeness and securely purging any data from our systems post-transfer.

3. Collaborative Transition:

- When transitioning to another supplier, we collaborate closely to ensure technical compatibility and provide comprehensive documentation of the client's integration environment.



- Our objective is to minimise operational disruption for the client, ensuring they maintain control and access to their data and experience seamless service continuity.

4. Structured Offboarding Process:

- In the event of project completion or transitioning to another supplier, we prioritise a structured and orderly offboarding process.
- A comprehensive assessment identifies outstanding tasks, deliverables, or dependencies that need to be addressed prior to the transition.

5. Tailored Offboarding Plan:

- Through open dialogue and collaboration, we develop a tailored offboarding plan that outlines steps, timelines, and responsibilities involved in the transition process.

6. Seamless Transition:

- Our goal is to facilitate a seamless transition that preserves continuity, minimises risks, and enables clients to transition smoothly to their next phase of operations.
- By leveraging our expertise, resources, and commitment to excellence, we aim to leave a lasting positive impact on our clients' business outcomes, even as our engagement concludes.

Access to Data

Throughout the offboarding journey, we take proactive measures to facilitate ongoing access to client data. We provide comprehensive documentation outlining the location, format, and access procedures for client data, ensuring that relevant stakeholders have the necessary information to access and utilise the data effectively.

Throughout the offboarding period, our team remains available to provide ongoing support and assistance to client personnel, addressing any queries or concerns related to data access and ensuring a smooth transition of ownership and responsibility.



SECURITY

Personnel Security

As a Specialist Cloud Service, the capability being offered is not limited to specific Impact levels (as it is not infrastructure, software or a platform) and can be used, subject to personal Security Clearance levels. Reply consultants are mostly Security Cleared (SC), some have higher-level Developed Vetting (DV) clearances. We also have a pool of NPPV3 Consultants for Policing work. The majority of our work for both public and private sector clients is at IL2 but we work in the Official, Secret and Top-Secret domains. Our hard and soft information security processes have been designed and approved by independent CESG CLAS accredited consultants.

Information Security

We are ISO27001, Cyber Essentials certified and our Quality Assurance processes are based upon and compliant with our ISO 9001 accreditation. Our Information Security processes are directly guided by our ISO27001 accreditation. We shall adhere to local information and other security policies and will apply local Security Operating Procedures (SyOPs) as may exist. If such do not exist we shall apply our own SyOPs.

Physical Security

The Main Reply Office (London, UK) is a Police Accredited Secure Facility (PASF) with access controls for each point of entry. All Laptops/Phones must be stored securely overnight. When working on a client-site our consultants adhere to client security policies.



TRAINING & KNOWLEDGE TRANSFER

As part of the offboarding process and where such is required, we are keen to assist clients in developing their staff and supporting self-sufficiency, ensuring they are equipped with the skills and knowledge required to access, manage, and maintain systems put in place post-offboarding.

We are happy to discuss how best to assist in continuous professional development with a client. Our primary methods are through workshops, mentoring and guided on-the-job training, however we offer many flexible options – for example, we have the capability to develop and deploy “Apps” to support and deliver training options exploiting Portable User Devices such as tablets and smartphones. Through partners, we can also deliver more formal instructor led and computer-based training packages and Webinars.



ORDERING AND INVOICING PROCESS

To begin the process, please contact glue.frameworks@reply.com with details of your organisation, role and high-level requirements.

Our Framework Manager will connect you to our experts and from here we will organise an introductory discussion to go into more detail and shape a proposed engagement that suits your needs.

We invoice for both fixed price and time and materials engagements one month in arrears. For fixed price engagements, this takes place upon completion of the deliverable(s), or in stages, if the size of the engagement is greater than £40,000 excluding VAT.

Payment terms are 30 days net of receipt of invoice.



CUSTOMER RESPONSIBILITIES

We deliver exceptional results, but we cannot succeed alone. While we bring expertise, tools, and delivery capability, certain contributions from your organisation are essential to ensure we are building solutions that meet your needs and can be sustained after our engagement. However, we recognise that organisations often engage us precisely because some of these capabilities are missing and we will be there filling those gaps.

What we need from you:

- **Access and Environment Provisioning:** We need access to relevant systems, data sources, and environments to understand your landscape and build appropriate solutions. We understand access can take time due to security procedures and approvals. We will work with you to navigate these processes and can begin with limited access while fuller permissions are secured. If production-like environments don't exist, we can help you establish them as part of our engagement.
- **Stakeholder Identification and Availability:** Help us identify the right people to speak with: subject matter experts who understand your data, processes, and business needs. We know everyone is busy, so we will be flexible with scheduling and efficient with their time. If key knowledge exists only in people's heads rather than documentation, that's fine. We will capture and document it as part of our work.
- **Decision-Making and Governance:** We need someone with authority to make decisions on direction, scope, and trade-offs when choices arise. This doesn't require daily involvement. Typically, weekly or fortnightly governance meetings are sufficient. If decision-making processes are unclear or complex, we can help you establish appropriate governance structures as part of the engagement. Also, if authority figures are missing (C-levels, heads of department, technical leads) we can provide experienced leadership to fill those gaps in order to drive decision-making and maintain momentum until permanent appointments are made or internal capability is established.
- **Representative Data and Use Cases:** Access to realistic data and actual business scenarios helps us build solutions that work for your real-world needs, not theoretical examples. We understand data may be messy, incomplete, or sensitive. We will work within those constraints, help you improve quality where needed, and ensure appropriate security controls. If you are unsure what data to provide, we'll guide you through that discovery.
- **Engagement in Knowledge Transfer:** Your team's participation in training and knowledge building activities is crucial for sustainability after we leave. We understand competing priorities and will design training that's practical, relevant, and respectful of time constraints. If you lack technical staff to receive handover, we can discuss options including extended support arrangements, recruiting assistance, or phased capability building.
- **Honest Conversation About Constraints:** Tell us early about limitations, challenges, or concerns: technical constraints, budget pressures, political sensitivities, data quality issues everyone knows about. Early honesty allows us to plan appropriately and propose realistic solutions. Late surprises create problems, but we would rather know about difficulties upfront than discover them mid-delivery.

We're Here to Help: We recognise that many organisations engage consultants precisely because they lack some of these capabilities internally. Limited technical expertise, no spare capacity for project work,



unclear governance, poor documentation. That is completely normal and exactly why we exist. Where you have gaps, we will work with you to fill them, whether that's establishing governance frameworks, creating documentation that does not exist, building technical capability in your team, or providing extended support while you recruit permanent staff. Our goal is your success, and we will adapt our approach to your reality rather than expecting you to meet some idealised client profile. The key is open communication about what you can provide, what you need help with, and what constraints we are working within. Together, we will figure out how to make it work.



ABOUT REPLY

Reply is a company that specialises in Consulting, Systems Integration and Digital Services with a focus on the conception, design and implementation of solutions based on the new communication channels and digital media.

Reply partners with key industrial groups in defining and developing business models made possible by the new technological and communication paradigms such as Artificial Intelligence, Big Data, Cloud Computing, Digital Communication, the Internet of Things and Mobile and Social Networking. In so doing, it aims to optimise and integrate processes, applications and devices.

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Artificial Intelligence, Big Data, Cloud Computing, Digital Media and the Internet of Things.

We make innovation happen.

We started with a small team and a purpose: to help the digital revolution happen. Today, we are a team of more than 14,600 people in 16 different countries but we still have the same DNA, made up of agile, vertical task forces and an inner passion for innovation.

We are a decentralised network of specialised companies.

Among Replyers, you will find passionate geeks, visionary strategists, and creative minds, each with sharp skills in a specific business, who cooperate together and never stop learning from each other.

Make forward, act sustainably.

We know a sustainable future is possible and technology can be a strong asset to reach it. As leaders in digital transformation, we push for change and operate in full accordance with the highest ethical standards and with respect for the rights of future generations